

ORDER



Orders
Order / Rev: 170116
Alt Order #:
Product Desc: Week #1 Add - 2
Estimate:
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Anjie Brady
Sales Office: P-PHL
Sales Region: National

Agency
Name: Shorr, Johnson, Magnus
Buying Contact: Mike D'ettorre
Billing Contact:
 1831 Chestnut St Ste 602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tammy Baldwin 4 Senate
Demographic: A25-54
Product Codes: PL1
Priority: 2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	32	\$25,950.00	\$22,057.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	32	\$25,950.00	\$22,057.50	0.00
Totals	32	\$25,950.00	\$22,057.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$25,950.00
Market	100%	\$103,800.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$25,950.00
KMSP	25%	\$25,950.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$25,950.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	22--2--	:30	6	\$500.00	2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----2--			2		\$500.00		0.00				
		Week: 11/05/12	11/11/12	22-----			4		\$500.00		0.00				
N 2	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11--1--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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N 2	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	11--1--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$400.00		0.00			
N 3	M	11/02/12	11/06/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	11--1--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$400.00		0.00			
N 4	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	11--1--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$300.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$300.00		0.00			
N 5	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	1---1--	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$350.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$350.00		0.00			
N 6	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1---1--	:30	2	\$400.00	2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
N 7	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$700.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$700.00		0.00			
N 8	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1---1--	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$1,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,100.00		0.00			
N 9	M	11/02/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1---1--	:30	2	\$1,050.00	2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$1,050.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,050.00		0.00			
N 10	M	11/02/12	11/06/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$8,000.00		0.00			
N 11	M	11/02/12	11/06/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$8,000.00		0.00			
N 12	M	11/02/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	----1--	:30	1	\$1,350.00	2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$1,350.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$8,000.00		0.00			
N 13	M	11/02/12	11/06/12	SU GMA Su GMA	CM	7-8a	-----1	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$8,000.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	M	11/02/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	----- 1	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	----- 1			1			\$600.00	0.00					
Week: 11/05/12		11/11/12	-----			0			\$8,000.00	0.00					
N 15	M	11/02/12	11/06/12	Sat 8-9a Sat 8-9a News	CM	8-9a	----- 1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	----- 1-			1			\$500.00	0.00					
Week: 11/05/12		11/11/12	-----			0			\$8,000.00	0.00					
N 16	M	11/02/12	11/06/12	SA GMA Sa GMA	CM	7-8a	----- 1-	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	----- 1-			1			\$600.00	0.00					
Week: 11/05/12		11/11/12	-----			0			\$8,000.00	0.00					
Totals													32	\$25,950.00	